

**Subject:** Re: Working with the City of Santa Monica and Metro  
**From:** Noah Strouse <noah@historiccore.bid>  
**Date:** 03/21/2016 09:45 AM  
**To:** Woodie Hamilton <woodie@tricityalliance.com>  
**CC:** Laura Hill <laura@southpark.la>, Henna Sherzai <HSherzai@downtownla.com>, Sara Hernandez <sara.hernandez@lacity.org>

Hi Woodie,

Thanks for connecting us on this.

I'd be happy to speak to the Santa Monica rep about how to leverage the Shopwalk structure and collateral to maximize impact June 5th.

Thanks,



HistoricCo

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On Mon, Mar 21, 2016 at 5:42 AM, Woodie Hamilton

<[woodie@tricityalliance.com](mailto:woodie@tricityalliance.com)> wrote:

Hi Noah, Laura ,Henna, Sarah

I was informed by a City of Santa Monica official yesterday that a massive street party provide through a grant given to the City by Metro, which will take place in conjunction with LA Crawl. Metro and this city official see's our event as a great way to get people onto the rail to explore the tri-cites during this event.

This person was also excited to hear that the Shopwalk DTLA was happing on the same day, on the opposite part of the region.

At this point, this city official would like to speak with the HCBID team about working together on this day, but I'm thinking that Metro could also step in and provide funds to your BID's to help stage some scaled down events on the platforms for a few of the key stations in DTLA.

We might all look to arrange a call next week to discuss details on what could be done in order to stage a tri-city event with Metro and the City of Santa Monica. I would look to have this official on the call.

Also, do any of you have contacts to Groupon, Yelp?

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Woodie R Hamilton

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